

istituto d'arte applicata e design



European Bachelor of Science in Design

Majoring in Advertising and Graphic design



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ADVERTISING AND GRAPHIC DESIGN DEPARTMENT

IAAD “Advertising and graphic design” department opened in 1978 and in the following years widens its competences, moving closer to the world of web, multimedia and new media in general.

The main goal of the course is to train creative advertisers, able to produce and transmit specialized symbols, images and messages.

This focused education shall allow the students to find the right place in the wide field of advertising, which is divided in specific sectors: advertising, below the line, packaging, corporate and brand identity, editing, illustration, web design, multimedia graphics, and in those of strategic communication, mainly oriented towards managing roles: account, communication manager, product manager, media and strategic planner, web marketing, art direction.

New generation advertisers are complex professional figures, able to move inside the wide world of communication, mastering the principal roles, both strategic and operative, in agencies, companies, media centres and public relations agencies.

Advertiser’s job is strongly linked to the marketing market and to communication strategies, structured on specific targets, far from the pure artistic talent - not tied up to the professional world demand.

Didactic foresees the learning of graphic design, computer, creative and practical skills and a deepening on complementary aspects, such as marketing communication and media planning.

In order to guarantee a high level education and the development of an up-dated and dynamic didactic model, study plans find in experimentation the main methodological attitude, and in didactic flexibility the tool to assure a constant professional profiles updating.

Study plans are based on the principle of advanced design and research, aware of the relation between mobility and territory, considering as central the themes of sustainability and of low environmental impact, without forgetting style and shape quality aspects, that have always been the main value of Italian production. In this sense, the correspondence between design and scenarios is decisive for the creation of a complete, aware and responsible professional figure.

Design requires the knowledge and the management of theoretical aspects, potentialities and expressive means, to be addressed to the creation of innovative concepts. The study plans promote a functional design, where the project process starts from a wider research, moves through the exploration of possible scenarios and goes to the contents synthesis, with the realization of campaigns and messages, illustrated by conceptual graphic boards, story-boards, videos, lay-out and prototypes.

Thanks to the active support of the partner companies – made concrete with special lesson, didactic visits, workshops, seminars, internships, projects and thesis – the study plans have at their disposal specific supports, constantly updated and oriented to advertising, new media and traditional graphics.

Study plans of IAAD “Advertising and graphic design” department have the goal to train young professionals, able to suggest reliable innovative solutions and to manage the project development process, using and checking advanced methods and instruments, useful into the job market.

Educative goals

The educative goals are meant to assure:

- a high-level base training in the subjects linked to the cultural and scientific context
- an adequate knowledge of methodologies and contents of the subjects characterizing the course majoring
- a high mastery of techniques and tools specific for design and realization of innovative products in the transportation means field, with a particular attention to ethical communication aspects
- a particularly sensible attitude towards contemporary creative languages and a predisposition to the continuous adjournment
- a strong attitude towards innovation, that considers social changes, market dynamics and opportunities offered by technological development
- an adequate knowledge of professional activity management, in order to support an aware and qualified entrance in the job market.



General Information

- Length: Bachelor lasts 3 years (6 semesters) and foresees the acquirement of 180 ECTS credits
- Fixed number of students admitted: foreseen
- Academic year: October – July (2 semesters)
- Attendance: from Monday to Friday, other than seminars and special projects
- Course is destined to: students who have a Secondary School Diploma or another qualification eligible for enrolling the University of the origin Country
- Admission criteria: candidacy presentation through a personal interview or through sending, by normal mail or e-mail, of a motivational letter, resume and eventually a personal portfolio
- Recognitions: the course is recognized by EABHES for the achievement of the European Bachelor of Science in Design. Moreover, it is supported by AIAP – Italian Association for Visual Communication Design
- Didactics: didactic activities is divided into institutional theoretical and practical teachings, seminars, special lessons, intra-course and thesis projects, workshops, individual study activities and with tutors, internships, for a total amount of 4500 hours. For each teaching subject the programme foresees intermediate tests and final exams. At the end of the three years, students have to prepare and discuss the final thesis project.

Study plan of the three-year course

activity	sector	subject	ECTS
basilar	Sociology and anthropology of communication	<i>Mass communication</i> <i>Social communication</i>	29
	Sciences and languages of perception	<i>Theory of perception</i> <i>Psychology of shape</i>	
	Graphic design of image	<i>Illustration</i> <i>Graphic design</i> <i>Layout technique</i>	
characterizing	Communication techniques and languages	<i>Communication techniques and languages</i> <i>Advertising languages and consume psychology</i> <i>Media writing techniques</i>	79
	Communication design	<i>Art direction</i> <i>Product communication</i> <i>Brand identity</i> <i>Web project management</i>	
other	Product design	<i>Packaging design</i>	44
	Graphic production techniques	<i>Graphic techniques</i> <i>Editorial graphics</i>	
	Multimedia informatics techniques	<i>Digital image elaboration</i>	
	Multimedia design	<i>Multimedia applications</i> <i>Multimedia design</i> <i>Video digital</i>	
	Economics and enterprise management	<i>Marketing</i>	
thesis			6
English language			12
optional	Majoring optional activities		10
ECTS total credits			180